Osama Mohamed El-Saied

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Summary

Digital Marketing Specialist & Media Buyer with extensive experience in managing performance-driven advertising campaigns across Meta, TikTok, Snapchat, and Google Ads. Expert in scaling e-commerce brands on platforms like Salla and Shopify, with a deep specialization in the Saudi and GCC markets. Proven track record in optimizing budgets, analyzing complex KPIs, and delivering high ROAS through data-backed strategies.

Work Experience

Freelance Media Buyer (2024- Present)

- Strategizing and executing multi-channel ad campaigns for various e-commerce sectors.
- Target audience analysis and objective-based planning.
- Performance reporting using marketing KPIs (CTR – CPC – CPA – ROAS).
- Writing ad copies and creating simple ad designs via Canva.

Media Buyer – Azzrk Digital Marketing Agency (2023 - 2025)

- Managed large-scale paid advertising budgets for diverse client portfolios across multiple sectors.
- Developed and implemented comprehensive media plans tailored to specific regional markets, with a primary focus on Saudi Arabia and the UAE.
- Collaborated with creative teams to produce high-performing ad content optimized for regional cultural trends and consumer behavior.
- Monitored and analyzed performance metrics (CTR, CPC, CPA, ROAS) to provide actionable insights and ensure high campaign profitability.

Key Projects & Success Stories

- Amr Hassan Event: Developed the full digital presence and ticketing strategy from scratch, utilizing multi-funnel campaigns to achieve record-breaking ticket sales and attendee engagement.
- Summer Fun (صيف المرح) - 2026 Season:
- Strategic Lead: Spearheaded the media buying strategy for the brand’s summer campaign targeting the Saudi market (Jeddah & KSA wide).
- Multi-Platform Execution: Orchestrated a high-performance, full-funnel strategy across all major platforms (Meta, TikTok, Snapchat, and Google Ads) to maximize reach and conversion.
- Results: Successfully captured regional market demand during the peak summer season, significantly increasing brand visibility and achieving measurable sales growth through localized, data-driven seasonal offers.

Education

Bachelor of Science, Chemistry

Mansoura University Class of 2021

Postgraduate Diploma in Biochemistry
Faculty of Science, Mansoura University, 2024

Courses & Training

Saling Skills At Skill Zone Center (Shereif El Sawwah)

Digital Marketing Fundamentals Course

Media Buyer Training (Bassem Magdy)

- Campaign planning andoptimization
- Audience targeting & segmentation
- Ads copywriting
- A/B testing & reporting

Skills

Technical Skills

- MetaAds (Facebook & Instagram)
- Ad Copywriting
- Analytics & KPIs Reporting
- Meta Business Suite & Business Manager
- Pixel & Conversion Events Setup
- Basic Canva Designs for Ads

Soft Skills

.Problem Solving
- Analytical Thinking
- Teamwork
- Strong Communication Skills
- Ability to work under pressure